



## Consumers Got a Fair Shake at Wisconsin Businesses in 2014

**Release Date:** March 2, 2015

**Contact:** Jerad Albracht, 608-224-5007  
Jim Dick, Communications Director, 608-224-5020

MADISON – The numbers are in and the results are positive: not only did consumers get their money’s worth at Wisconsin businesses in 2014, but the findings were even better than the solid marks from the previous year.

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) recently completed its year-end review of weights and measures data, compiling the findings from inspections of price accuracy, retail scales, gas pumps and package weights at stores throughout the state. In 2014, Wisconsin businesses either maintained or improved upon the 2013 results across all categories.

“Our data shows that Wisconsin’s marketplace measures up,” said Sandy Chalmers, Assistant Deputy Secretary. “At gas pumps, grocery stores and retailers statewide, Wisconsin businesses consistently provide the right amount of product at the correct price.”

State weights and measures inspectors conducted 207,530 inspections at 5,203 business locations in 2014, including:

| <b>Gas Pumps</b>      | <b>Grades of Fuel Tested</b> | <b>Consumer Confidence*</b> | <b>Total Accuracy**</b> |
|-----------------------|------------------------------|-----------------------------|-------------------------|
|                       | 34,977                       | 99.5%                       | 97.9%                   |
| <b>Price Accuracy</b> | <b>Items Tested</b>          |                             |                         |
|                       | 51,322                       | 98.6%                       | 96.0%                   |
| <b>Retail Scales</b>  | <b>Scales Inspected</b>      |                             |                         |
|                       | 9,646                        | 99.8%<br>(up .2% from 2013) | 96.8%                   |
| <b>Package Weight</b> | <b>Packages Inspected</b>    |                             |                         |
|                       | 106,482                      | 97.3%<br>(up .1% from 2013) | 97.3%                   |

\* Percent of time a consumer would be charged accurately or undercharged

\*\* Includes all overcharges and undercharges

When inspectors find inaccurate measurements in the field, violations are reported to store management and orders are issued to correct the problem. In 2014, DATCP inspectors:

- Conducted 508 weights and measures reinspections to ensure that accuracy corrections were made
- Rejected and required corrections on 2,822 scales and meters for inaccuracies

(MORE)

- Rejected 2,854 packages sold by weight for being short measure
- Ordered 705 prices corrected for ringing up inaccurately at the register

Higher level enforcement is possible for repeat violations. In 2014, three companies paid civil forfeiture settlements totaling \$65,762.75 as a result of weights and measures inspections into the following issues:

|                     |             |   |
|---------------------|-------------|---|
| Morton Salt, Inc.   | \$26,126.50 | Short weight Safe-T-Salt & Safe-T-Salt Plus 25 lb. packages |
| Clif Bar & Company  | \$31,963.00 | Short weight Clif Bar energy and protein bars               |
| Infinity Fertilizer | \$7,673.25  | Short measure Country 2 cu. ft. packages of mulch           |

“National Weights and Measures Week is underway, and DATCP is proud to showcase the work of the agency’s weights and measures inspectors,” said Chalmers. “An inspector’s job is to ensure a fair marketplace for buyers and sellers in Wisconsin.”

For additional information or to file a weights and measures complaint, visit [datcp.wi.gov](http://datcp.wi.gov), send an e-mail to [datcpweightsandmeasures@wi.gov](mailto:datcpweightsandmeasures@wi.gov) or call 608-224-4942.

Connect with us on Facebook at [facebook.com/wiconsumer](https://facebook.com/wiconsumer).

###